

SPAIN

Farm's performance, restructuring & modernisation

Location

Benaguasil, Valencia

Programming period

2014 – 2020

Priority

P2 – Competitiveness

Measure

M16 - Cooperation

Funding (EUR)

Total budget 34 095.23

EAFRD 18 411.65

National/Regional 15 683.58

Project duration

2016 – 2018

Project promoter

Rural Sant Vicent Ferrer de
Benaguasil COOP.V.

Contact

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Website

<https://goinnoland.wordpress.com/>

Set up an operational group to improve the efficiency of the fruit production sector in Spain by developing new approaches for joint management of farms.

Summary

'Go Innoland' is an operational group that was set up to address the structural problems faced by the traditional fruit production sector (citrus fruits, vineyards and other fruits) in Spain.



The operational group was a multidisciplinary team that brought together different approaches. Its aim was to develop and propose new mechanisms for common management of farm plots, based on corporativism and hence, increase competitiveness among horticultural enterprises.

The project organised a series of meetings, workshops and debates with technicians and experts in rural development, the agri-food sector and the economy. It also created a space to exchange experiences and establish a network that fosters entrepreneurship based on a Common Land Management (ICLM) approach.

Results

Joint management made it possible to improve farms' efficiency, reduce production costs and avoid the abandonment of marginalised plots. Furthermore, the farms' improved performance encourages generational renewal.

Revitalisation of agricultural activity can have a significant impact on other sectors such as tourism or gastronomy. In Marina Alta Region (Alicante), opportunities in the tourism sector have been linked to agri-food activity, biodiversity and landscapes.

Lessons & Recommendations

- ❑ Promoters emphasise that, despite the difficulties, corporativism is a useful tool to promote innovation and resilience in farming. Agricultural cooperatives represent a form of organisation and optimal coordination that can be adapted to the characteristics of each territory. Cooperatives are capable of bringing together people with a common purpose and promoting new models of management that are more efficient, sustainable and viable over time.

Context

The agri-food sector is of strategic importance to the Spanish economy. It contributes significantly to the national GDP and it generates employment and economic activity in rural areas. Furthermore, it ensures the maintenance of landscapes and the preservation of biodiversity.

However, many traditional crops (citrus fruits, vineyards and other fruits) are becoming less profitable and losing market share, structural problems that in turn are leading to the abandonment of cultivated land. Land abandonment generates a wide variety of negative ecological, social and economic consequences.

In 2016, the Cooperative Rural Sant Vicent Ferrer de Benaguasil and the Cajamar Foundation, in collaboration with the Department of Economics and Social Sciences of the Polytechnic University of Valencia (UPV), set up an innovative project on the management and modernisation of production to foster and empower cooperatives. An innovative plan was designed to achieve a common land management model.

Objectives

The main objectives of the project were to:

- enhance the competitiveness of farms producing citrus, drupes, dried fruits and grapes
- promote the common management of plots
- develop actions towards Common Management Initiatives (CMI) among the farmers
- invest in innovation to increase production through the use of more productive fruit varieties
- adapt the supply of fruit to market demand and improve the integration of the agri-food chain
- enhance sales and plan fruit production according to the CMI approach

Activities

This project consists of an operational group called 'Go Innoland'. It is a multidisciplinary team that came together to make horticultural enterprises more competitive by developing and proposing new approaches for common management of farm plots, based on social innovation.

To this end, the project organised a series of meetings, workshops and debates with technicians and experts in

rural development, the agri-food sector and the rural economy.

The operational group created a space to exchange experiences and create a network that promotes a multi-disciplinary approach. This helped increase farms' production by fostering entrepreneurial activities based on the Common Land Management (ICLM) approach. It facilitated participation for all the entities involved and moved towards a cooperative system capable of designing production plans and articulating them through marketing strategies.

Since the launch of the project in 2015 and during the co-learning process, more entities have been successfully **incorporated**. Each member taking part contributed its experience and knowledge to the various planned tasks. The operating group consisted of the following entities:

- Anecoop S. Coop
- Cooperativas Agro-alimentarias Castilla-La Mancha
- Cooperativas Agro-Alimentarias Comunidad Valenciana
- Federación de Cooperativas Agrarias de Murcia
- Fundación Cajamar Comunitat Valenciana
- Rural Sant Vicent Ferrer de Benaguasil Coop.V.
- Unió Corporació Alimentària, SCCL
- Universitat Politècnica de València

Main results

The cooperatives located in Benaguasil and Coopego are pioneers in the joint management of fruit and vegetable farms. Joint management made it possible to improve the farms' efficiency and reduce their production costs. This made it possible to avoid the abandonment of marginalised plots. Furthermore, the farms' improved performance encourages generational renewal.

Revitalisation of agricultural activity can have a significant impact on other sectors such as tourism or gastronomy. In Marina Alta Region (Alicante), opportunities in the tourism sector have been linked to agri-food activity, biodiversity and landscapes. The initiative was an investment in product innovation, management innovation and social innovation.

The project developed synergies to address the problems of the territory.

Additional sources of information

<https://media.upv.es/player/?id=c183afc0-bafb-11e7-9aae-59f0880c7499>

www.youtube.com/watch?v=jWIFRSs_ERk&feature=youtu.be